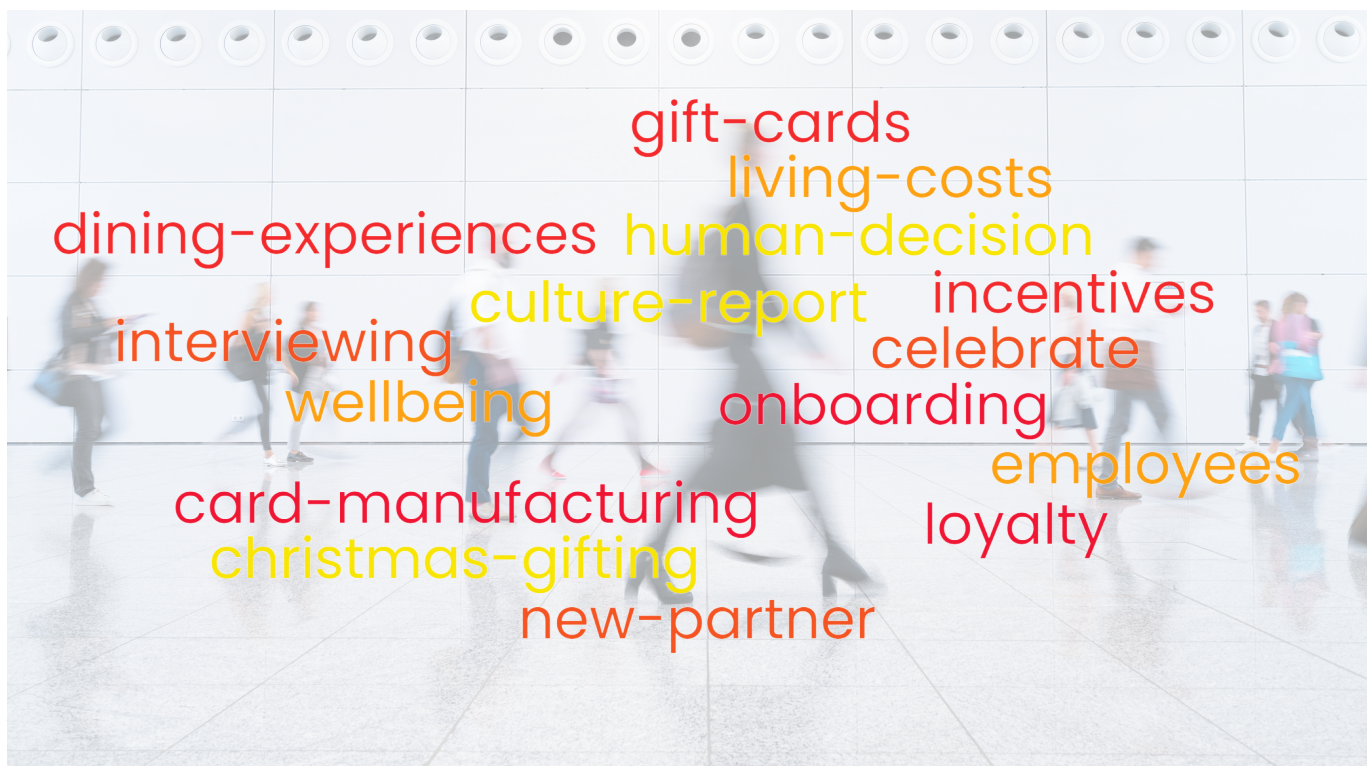




TGC Digest

News for The Gifting and Loyalty Community

Gift Cards  Rewards and Loyalty  Incentives



Editor's Note:

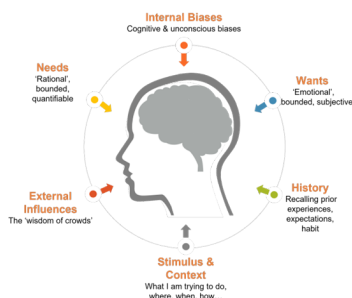
Welcome to the October edition of TGC Digest.

The word cloud above is a great representation of this month's themes.

From celebrating company longevity, raising awareness of wellbeing amidst the cost of living crisis to a deep dive into the future of card manufacturing.

Gift Cards seems to be the most popular incentive for employees!

Check out Anthrolytic's white paper on the science behind our decision making. It get's right inside your head! Ouch!



Hadie Perkas



Gift Card Recruitment - dedicated to the gift card, incentives, rewards and loyalty industries

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LOYALTY IN



Featured Content

LOYALTY PROGRAMS – IT'S TIME TO EAT SOME HUMBLE PIE

Written by Adam Posner, The Point of Loyalty

Retain the Best. Grow the Rest.

THE Point of Loyalty



"For sustained loyalty program success, there needs to be time and focus set aside for reflection. It's not all strawberries and cream, champagne and celebration. We need to regularly eat some humble pie."

By Adam Posner, *The Point of Loyalty*

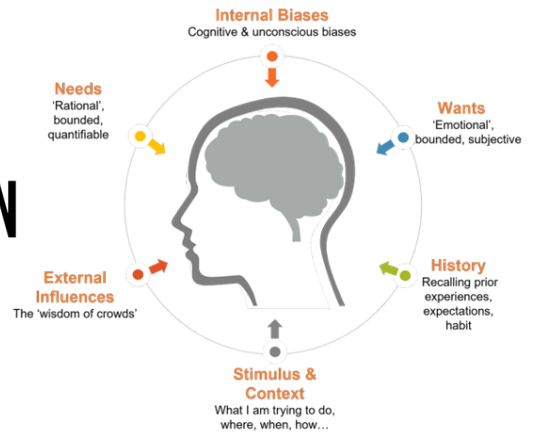
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A MODEL OF HUMAN DECISION MAKING

AN ANTHROLYTICS WHITEPAPER ON WHY PEOPLE SHOP, AND HOW THEY CHOOSE BETWEEN PRODUCTS AND BRANDS

an·thro·lytics



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Future Loyalty Webinars



The Gift Club Panel Discussions and Webinars: Co-Hosted by LSA

The Psychology of Fraud

LSA THE GIFT CLUB

January 24th 2023 – 3:00pm BST/10am EST

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The Gift Club Panel Discussions and Webinars

Immediacy - The Future of Loyalty Technology: Using Data and Tech to get Customers to Swiftly Act

THE GIFT CLUB

March 28th 2023 – 3:00pm BST / 10am EST

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Featured Articles

EMPLOYEE ENGAGEMENT & REWARDS



By Riz Tarer, Senior B2B Marketing Lead at **Virgin Incentives**



YOUR GUIDE TO CORPORATE GIFTING FOR CHRISTMAS 2022

WWW.THEGIFTCLUB.IO

O.C Tanner's ongoing research uncovers and examines the trends, statistics, and perceptions that are shaping workplace cultures around the world. See how organisations with strong cultures attract top talent, reduce employee turnover, and help employees thrive.

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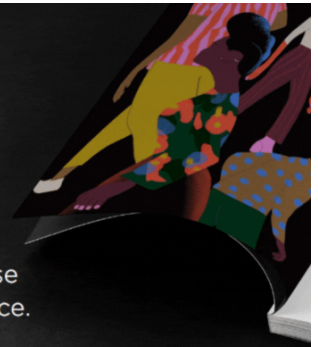
"Harvard Business Review defines gift giving as all about showing appreciation, we give people gifts to show them that we are grateful for them and value the role they play in our lives. To leave a lasting impression and build a bond with your recipient, use corporate gifting for Christmas. As you may know, giving gifts is a lovely and thoughtful gesture to help retain your colleagues and business partners, whilst also supporting the attraction of new ones, especially when your gifts are personalised."

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Global Culture Report

Organisational cultures change constantly. The O.C. Tanner Institute tracks, analyses, and chronicles these changes so you can always keep pace.

 O.C.TANNER



"To help organizations better understand how employees feel about workplace recognition, InComm InCentives conducted a 2022 survey of more than 1,200 full-time workers based in the United States. The report found a significant number of employees feel underappreciated, but a monetary-based incentive program may help reduce that trend and improve retention."

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SURVEY SAYS EMPLOYEES PREFER GIFT CARD INCENTIVES

BY BRIAN PARLOTTO, EXECUTIVE VICE PRESIDENT AT INCOMM PAYMENTS



 incomm payments™

Featured Articles



"A recent YouGov poll commissioned by the Royal College of Physicians found that 55% of people asked about the cost-of-living crisis felt rising costs had negatively affected their health. Moreover, the latest Inflation Nation report from the Yorkshire Building Society reports that more than 67% of adults are concerned by the impact of the cost-of-living crisis, with almost half (46%) reporting a deterioration in their mental health as a result."

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Future Employee Rewards Webinar



The Gift Club
Panel Discussions and Webinars

2023!! Looking at Innovations in Employee Rewards and Recognition.

The Importance of Engaging with Social Community, Life Events and Personal Circumstances

SPONSORED BY:



November 29th 2022
3pm BST / 10am EST

2023!! Looking at
Innovations in Employee
Rewards and Recognition A
Year Ahead

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Panellists include:

- Jessica Hankers, Head of Sales at Virgin Incentives
- Jane Viljoen, Corporate Psychologist and Founder of Best Hopes Coaching and Consulting
- Hazel Robinson, People & OD Operations Manager at University of Manchester
- Christina Melling, Co-Founder and CEO of Stipendium
- Emma James, Head of Colleague Experience at Moto Hospitality

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Featured Articles

GIFT CARD INNOVATIONS AND IDEAS



A FORECAST FOR THE FUTURE OF CARD MANUFACTURING

By Ronnie Hart,
President of
Nitecrest



"Biometric capabilities will come to the fore. There won't be mass rollout for some time yet – small initial runs, with opt-in and likely an additional payment. I can see that challenger banks may adapt to this new technology more quickly as an incentive to compete with the more traditional banks. Incorporating biometrics to protect new and growing currencies will become vital."

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The Incentive Gift Card Council, a strategic industry group within the Incentive Marketing Association (IMA), announced it is now the Incentive Gift Card Coalition (IGCC).

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"Despite governments across Europe implementing measures to mitigate the cost-of-living crisis, consumers are still facing ongoing challenges. For many, this means redirecting limited disposable income into everyday living costs and turning to gift cards as a means of budgeting."

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"We're pleased to share that we will soon be launching Jigsaw360 – Partner Portal, which will enable our customers to place bulk gift card orders for our portfolio of global brands whenever they so choose, via credit on account or credit card payment."

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"Our story began 15 years ago from a simple but extraordinary desire: to support restaurateurs in their digitalisation, by offering them a new way to foster relationships between restaurants and diners, and by providing the first online booking diary for professionals." - CEO Almir Ambeskovic

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IN OTHER NEWS.....



INTERVIEWING! THE GOOD, THE BAD AND THE DOWNRIGHT UGLY - PART TWO

BY **LUCY ALLEN** OF TRIFECTA CONSULTING SERVICES

TRIFECTA CONSULTING SERVICES

THE GIFT CLUB INCENTIVES, REWARDS, GIFT CARDS

"So why is the candidate experience so important and how do you achieve it?"

There are a variety of elements which contribute to a good experience, but I hope these suggestions will make it great! Your influence over the candidate journey starts with the selection process, whether you are using a recruiter or sifting candidates from an advertisement."

[CLICK HERE](#)

Onboarding new people into a business has always been a key talking point for hiring managers, business owners or HR professionals with the conversation focused on how you create the best experience.

The last 2 years have meant a shift in how onboarding is conducted, moving away from your conventional boardroom style set up, to teams/zoom calls with people dotted all around the country or even the world. This in itself has presented issues and a disconnect between new starters and their new teams.

So with this in mind, Tech 94 Recruitment has put together its 5 suggestions on how companies who are hiring remotely or even in-person can create a position onboarding experience in order to retain staff.

[CLICK HERE](#)

CREATING A POSITIVE EMPLOYEE ONBOARDING EXPERIENCE - 5 TIPS

By **Jamie Norrington** of Tech94

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ONBOARDING

TECH 94
Talent Consultancy



Complimentary Webinars in November

A series of webinars exploring the psychology round gifting, rewards and loyalty



November 15th 2022 – 3pm BST / 10am EST

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November 29th 2022 – 3pm BST / 10am EST

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Blackhawk Network is working with The Gift Club and will appear in our fortnightly e-newsletter as an Employer of Choice. Check out their current vacancies!



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